

ADVERTISING

Prada seeks fresh talent through eyewear-inspired literary competition

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By ERIN SHEA

Prada is seeking fresh artistic talent by hosting an eyewear-inspired literary competition in partnership with Italian publishing house Giangiacomo Feltrinelli Editore.

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Luxury Daily

The Prada Journal project encourages consumers to enter the contest by submitting a short story response to a specific prompt. The competition will help the Italian label find new talent and give consumers the ability to creatively contribute to the brand.

“An international brand like Prada is always moving forward with the goal to inspire and create design, fashion and lifestyle trends,” said Karen Creamer, president of [K2 Brand Consulting](#), Overland Park, KS.

“Artists, both visual and verbal, are equally committed to inspiring audiences through their work,” she said.

“If the project is well executed and properly promoted, the program will have a positive impact on both the brand and the participating artists.”

Ms. Creamer is not affiliated with Prada, but agreed to comment as an industry expert.

[Prada](#) was unable to comment directly.

Finding talent

Prada's contest asks participants to write a short story based on the prompt: "What are the realities that our eyes give back to us? And how are these realities filtered through lenses?"

The brand says that it is looking for "artists who can see the world with a unique, rare gaze."

However, Prada has not provided any additional instructions for submissions besides the email address to send submissions to and that the competition runs April 18 to June 18.

Consumers can view the contest information and submit their stories on Prada's Web site at <http://www.prada.com/en/journal/project>.

The label promoted the contest through its social media and used the hashtag #PradaJournal.



Tweet

This contest comes after Prada's recent promotions for its new eyewear line.

In addition, the brand says that this competition idea came from the curiosity to explore languages and the expression of the written word.

The contest is helping Prada show off its creative side.

"Prada has shaped an image as an exclusive luxury fashion brand," Ms. Kreamer said.

“Beyond identifying new talent, I believe the broader benefit is associating the Prada brand with the artistic mindset and point of view.”

Capturing creativity

Other luxury brands have used creative contests to further engage consumers and drive brand exposure.

For instance, Audi of America raised awareness for its product placement in the “Iron Man 3” feature film by creating a digital comic book in collaboration with Walt Disney Co.’s Marvel.

The German automaker and Marvel invited consumers to become co-creators of an Iron Man comic book by letting them vote on different paths that the main character can take and designing their own ending ([see story](#)).

Also, British fashion house Belstaff pushed the brand’s adventurous side in a week-long Instagram campaign that prompted brand engagement on the mobile-social channel.

The brand gave away one of its iconic Roadmaster jackets each day during the #PureAdventure campaign. Though many fashion marketers use Instagram to curate images featuring their products and engage with savvy consumers, Belstaff seemed to be embracing the platform’s ability to capture consumer moments of exploration ([see story](#)).

Content-submission competitions can help a brand create engagement with those artists who submitted work and show others the brand’s dedication to its consumers' input.

“The key to any program’s success is facilitating a sense of ownership and engagement among key audiences,” Ms. Kreamer said.

“The Prada Journal is reaching out to new artists as a way to contribute to the Prada vision, an interesting tie-in to the Prada eyewear line,” she said.

“Bringing in new artists to contribute to a brand’s story is a provocative way to generate interest and engagement in the brand.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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